

Market Intelligence Digest

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The Department of Trade and Industry - Export Marketing Bureau (DTI-EMB) is mandated to oversee the development, promotion and monitoring of Philippine exports. The DTI-EMB provides the exporters the enabling environment to make them globally competitive.

Export Marketing Bureau

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Taste Travel

Airbnb and the Conservatory of Mexican Gastronomic Culture provide online culinary experiences to encourage tourism.



Source: Getty Images

News brief

Airbnb will offer some online activities in which distinguished members of the Conservatory of Mexican Gastronomic Culture will share their knowledge and culinary passions. They will contribute to strengthening the gastronomic tradition by sharing the flavors and aromas of local recipes from the different states of the Mexican republic.

Why it matters

Many experiences such as traveling have been disrupted by the recent pandemic, so consumers are in the midst of rediscovering new ways of exploring the world through food. Confinement has changed the experience of eating, sharing, and connecting; new ways of having culinary experiences are being established. Companies such as Airbnb are exploring new experiences, giving clients an enjoyable experience in the comfort of their homes.

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What we've seen

Streaming a Meal: Discovery has launched Food Network Kitchen, a direct-to-consumer streaming network that includes live and on-demand cooking classes.

Live Cooking: As COVID-19 forces consumers to cook at home, Douguo has partnered with famous restaurants and chefs to livestream cooking tutorials and sell half-prepared food items.

Livestreamed Baking: Bread Ahead bakery is hosting daily live baking tutorials and a sourdough hotel during the pandemic.

What's next

As Mintel Trend Drivers Experiences and Technology point out, the confinement will greatly transform the tourism industry. It is possible that consumers will become hesitant and reticent to travel to distant destinations. However, as most consumers have spent much of their lockdown time streaming entertainment platforms, many will seek to digitally 'travel abroad.' The launch of culinary, touristic, and entertainment experiences on digital platforms will continue to grow. Consumers will be able to visit and experience, through virtual reality (VR) technology, exotic food markets and fields of aromatic herbs and spices in hidden destinations in the comfort of their homes.

